Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-2. (canceled)

3. (previously presented) A method of providing tour guide information in a wireless network, comprising:

using a location-based wireless service to obtain a location of a subscriber using wireless or cellular network signaling;

identifying a short message relating to said location;

transmitting said identified short message to said subscriber; and

altering a length of said identified short message based on a speed of said subscriber resulting in said subscriber leaving said location before a presentation of said short message is completed.

4-8. (canceled)

9. (previously presented) Apparatus for providing tour guide information in a wireless network, comprising:

means for obtaining a location-based wireless service a location of a subscriber;

means for identifying a Short Message Service (SMS) message relating to said location; and

means for transmitting said identified SMS message to said subscriber.

10-12. (canceled)

13. (previously presented) A method of providing location based information in a wireless network, comprising:

using a location-based wireless service to obtain a location of a subscriber using wireless or cellular network signaling;

identifying an Internet Protocol (IP) message relating to said location;

transmitting said identified IP message to said subscriber; and

altering a length of said identified IP message based on movement of said subscriber.

14. (previously presented) The method of providing location based information in a wireless network according to claim 13, further comprising:

determining a speed of said subscriber.

15. (previously presented) The method of providing location based information in a wireless network according to claim 13, wherein:

said IP message is a short message maintained in a Short Message Service Center (SMSC).

16. (previously presented) The method of providing location based information in a wireless network according to claim 13, wherein:

said location of said subscriber is determined using an angle of arrival of a wireless signal from said subscriber.

17. (previously presented) The method of providing location based information in a wireless network according to claim 13, wherein:

said location of said subscriber is determined using a time difference of arrival of wireless signals from said subscriber.

18. (previously presented) The method of providing location based information in a wireless network according to claim 13, wherein:

said location of said subscriber is determined using time of arrival of a wireless signal from said subscriber.

19. (previously presented) The method of providing location based information in a wireless network according to claim 13, wherein:

said location of said subscriber is determined using a known location of a cell/sector servicing said subscriber.

20. (previously presented) Apparatus for providing location based information in a wireless network, comprising:

means for using a location-based wireless service to obtain a location of a subscriber using wireless or cellular network signaling;

means for identifying an Internet Protocol (IP) message relating to said location;

means for transmitting said identified IP message to said subscriber; and

means for altering a length of said identified IP message based on movement of said subscriber.

21. (previously presented) The apparatus for providing location based information in a wireless network according to claim 20, further comprising:

means for determining a speed of said subscriber.

22. (previously presented) The apparatus for providing location based information in a wireless network according to claim 20, wherein:

said IP message is a short message maintained in a Short Message Service Center (SMSC).

23. (previously presented) The apparatus for providing location based information in a wireless network according to claim 20, wherein:

said location of said subscriber is determined using an angle of arrival of a wireless signal from said subscriber.

24. (previously presented) The apparatus for providing location based information in a wireless network according to claim 20, wherein:

said location of said subscriber is determined using a time difference of arrival of wireless signals from said subscriber.

25. (previously presented) The apparatus for providing location based information in a wireless network according to claim 20, wherein:

said location of said subscriber is determined using time of arrival of a wireless signal from said subscriber.

26. (previously presented) The apparatus for providing location based information in a wireless network according to claim 20, wherein:

said location of said subscriber is determined using a known location of a cell/sector servicing said subscriber.

27. (previously presented) The apparatus for providing location based information in a wireless network according to claim 20, further comprising:

a short messaging system to maintain said IP message.